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Premier

Dependable Dahlias

DAHLIA GARDENS FOR 32 YEARS

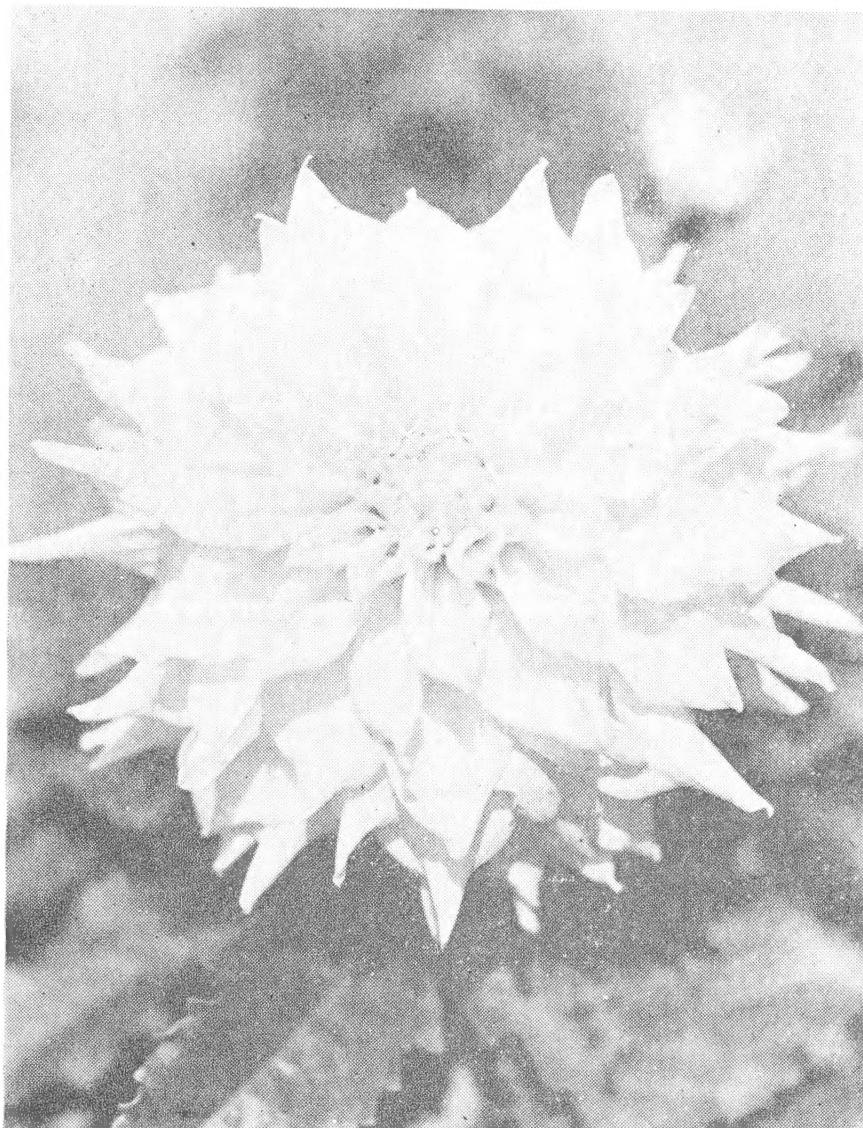
DAHLIA ROOTS, PLANTS
& ROOTED CUTTINGS

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F. S. Department of Agriculture



"EMMA CAROLINE"

PREMIER DAHLIA GARDENS

George H. Swezey

HILLSIDE

59 MERTZ AVE.

NEW JERSEY

(Note Change of Address)

To our Dahlia Loving Friends—We are pleased to present our 1949 Listings of varieties of beauty and distinctiveness including Australian, Belgium and Holland introductions. They are capable of winning, in their classes, in any Dahlia Show. WE MAKE REPLACEMENTS FOR STOCK PURCHASED OF US IN 1948 IF IT FAILED TO GROW.

THE AGRICULTURE DEPARTMENT OF NEW JERSEY co-operates in inspecting all stock growing in our fields, later all shipments are certified by them and also by the United States Department of Agriculture.

NO TRANSACTION COMPLETE UNTIL YOU ARE SATISFIED.

READ CAREFULLY

TERMS: Cash with order or 25% deposit, balance at shipping time. Retail orders over \$2.00 sent prepaid. In ordering green plants to be shipped further than 1st Zone, add 35 cents for SPECIAL DELIVERY to insure plants arriving in good growing condition. We pay all other charges.

SHIPMENTS: Roots, to June 1st. Plants, May 1st to June 1st. Rooted Cuttings, April 15th to June 1st.

GUARANTEE: All stock sent out in first class growing condition, guaranteed to be healthy and true to name and to grow if cared for on arrival and after planting and that all not proving such will be cheerfully replaced upon word from the purchaser. Our roots are field grown, in soil treated with Potash, for the production of exhibition blooms.

Our square dealings have been commended by all

ORDER EARLY to avoid disappointment, as orders are filled in rotation. The stock of some of the varieties is limited.

The special collections represent unusual savings

Collections are Net

OUR GREEN PLANTS are grown so as to give the maximum of results equal or superior to root stock. This is only accomplished by the selection of healthy vigorous roots benched in a moderate heat that will enable us to take stocky base cuttings. Only a reasonable number of cuttings are taken and none used that are spindly. After cuttings are rooted and potted and begin to grow they are moved to cooler quarters and later shifted to larger pots; at this stage small tubers are beginning to form, assuring that clumps will be obtained at digging time; the plants are later hardened off in "outside quarters" so as to withstand shipping and be in condition for planting out. OUR PLANTS ARE SHIPPED FROM 3 INCH POTS.

ROOTED CUTTINGS

Should you be interested in ROOTED CUTTINGS of any of the newer varieties, write us and we will advise if we have sufficient "Base Cuttings" to enable us to supply ROOTED CUTTINGS at one-third less than the cost of plants. Taken from the sand and wrapped and shipped in wet sphagnum moss we guarantee delivery in good condition and that they are true to name; here our responsibility ceases for proper facilities (cold-frames, good potting, soil and 3 and 4 inch pots) are needed and some knowledge required to give them the care essential to maintain their vitality and grow them to worth-while plants hardened off for outside planting.

WHERE STOCK WILL PERMIT AND VARIETIES LIST AT \$1.00 OR MORE, WE WILL SUPPLY ROOTED CUTTINGS AT ONE-THIRD LESS THAN PLANT PRICES.

Premier's 1949 Introductions

"EMMA CAROLINE" (Swezey)—Outstanding for beauty and ruggedness, this clean white Formal to Informal Decorative may be grown to large proportions for the field grown blooms average 10 x 7 inches. The tough, heavy foliage is not molested by insects. Winner of the American Home Achievement Medal, scored 85.5 at the Rutgers Trial Grounds and on Mr. Dudley's Honor Roll, and endorsed by "Top Growers" in various locations including the South and West. Bushes are rugged and strong and grow to 4 feet. (See cut on cover.)

ROOTS \$15.00 Net

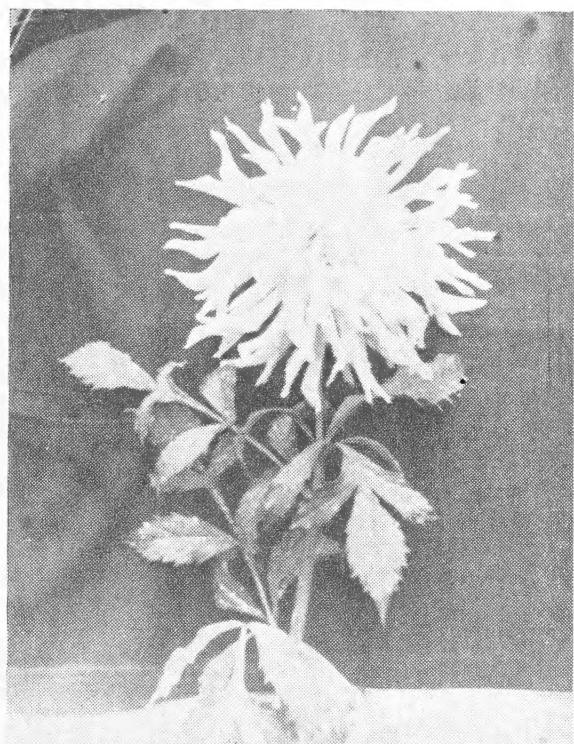
PLANTS \$5.00 Net, 3 for \$12.00 Net

"ALICIA SCHRAFFT" (Swezey)—Semi-Cactus. Exquisite in both color and form. A lovely true deep pink (rose pink). The beautifully formed blooms have high centers and the petals are slightly lacinated. Size 9-10 x 5-6 inches without forcing. Foliage dark and unusually rugged for Cactus types. Blooms held facing on long, strong stems. Height, 5½ feet. Awarded a Blue Ribbon and a Tri-color.

Regret that this was not tried out in test gardens, but it will score high and we will be happy to return money if unsatisfactory.

ROOTS \$10.00 Net

PLANTS \$5.00 Net, 3 for \$12.00 Net



"GARY E" (H. W. Miller)

A clear, bright yellow Incurved Cactus of charming beauty with curling, twisting petals. Average blooms are 7-8 x 5-6 inches, held facing on strong, stiff stems. Foliage excellent. Height, 5 feet. Has a wonderful show record. Has won a "First" and a "Special" as "Best Cactus", five blooms, Burholme Show, Philadelphia, Pa., and also three "Firsts" and a "Silver Certificate" in "Open to All" classes.

ROOTS \$10.00 Net

PLANTS \$5.00 Net, 3 for \$12.00 Net

CALIFORNIA'S BEST DAHLIA SEED

The very best obtainable and produced from giant blooms by an expert hybridizer who has produced seed that has given us such outstanding varieties as Mrs. Hester, A. Pape, Black Monarch and our own 1949 Introductions. *If you are interested in growing seedlings, we can give you exceptional value.*

20 Seeds \$1.00, 100 Seeds \$5.00, 1000 Seeds \$40.00

AMERICAN HOME ACHIEVEMENT MEDAL, CERTIFICATE OF
MERIT AND HONOR ROLL DAHLIAS FOR 1949 INTRODUCTION

Amos Kirby (Johnson) I.D.—Giant wine red of 12 inches across or larger. Winner of first prizes as largest of show and American Home Achievement Medal.

Plant \$5.00

Chime (Johnson-Dahliadel)—Cactus, color soft Jasper red with a light apricot undertone that gives it distinction. Easily grows 10 x 6. Early and profuse. Height, 4½ feet.

Plant \$2.50

Clarium Fancy (Wolbert-Rocky River) S.C.—Artistic Cactus of light blend with deeply lacinated broad petals. Pale primrose yellow suffused rose. 7½-8 x 5. Height, 4½ feet. Winner of Flower Grower and Anthracite Awards.

Plant \$5.00 Net

Edna D. (Diffenderffer-Rocky River)—Huge Cactus, cherry red, darker at center. Size 12-13 x 5½-7. A standout for large light red cactus classes. Height, 6 feet.

Plant \$7.50 Net

Flaming Sunset (Anderson-Northbrook) I.D.—Unusual color of soft orange-flame. Size 7½ x 4½. Height 6 feet.

Plant \$5.00

King Size (Johnson)—Straight Cactus. Color spectrum red with carmine overlay at centers. Gold Medal Certificate (N. Y.). AHA Medal and Blue Ribbons. 5½ feet.

Plant \$5.00

Mabel Humphreys (Parrella) F.D.—Light Persian rose suffused Persian pink. Size 9½-11 x 5½-6½. Height 4 to 5 feet. An improved Sally Klein.

Plant \$7.50 Net

Marilyn Dale (Mollineaux) S.C.—Light roseine purple. Huge in size but attractive. Winner of many awards and on all Honor Rolls. 5½ feet.

Plant \$7.50 Net

Mary-Jo (Beals-Rocky River)—Large Cactus to Semi-Cactus for the dark red classes. Bush 5 feet. AHA Medal winner.

Plant \$5.00 Net

New Look (Guttler-Ruschmohr) S.C.—Color Empire yellow, very large. 12-14 inches. Awarded three AHA Medals and on all Honor Rolls. 6 feet.

Plants \$7.50 Net, 3 for \$20.00 Net

Old Pat (Rosemary)—Straight Cactus. Spinal pink blended with Chinese yellow at center. Bushes 4½ feet tall.

Plant \$5.00 Net

Prairie Sun (Marsh-Rocky River) F.D.—Primrose yellow. Quite similar to class but growing habits are much better. AHA Medal winner and on all Honor Rolls.

Plant \$3.50 Net

Red Velvet (Dahliadel)—A stunning Cactus to Semi-Cactus. Color, currant red with Cardinal shading, reverse Tyrian purple which shows as petals curl. Prolific bloomer 10 x 6 inches. A much needed type in dark red.

Plant \$5.00

Ronky (Dr. Knocke-Rocky River) I.C.—Another giant exhibition variety. Blooms average 10 to 12 inches with depth of 6½ inches. Should be shaded to bring up size. AHA Medal at Kearney Show of the Dahlia Society of New Jersey.

Plant \$3.50 Net

Rudolph Motznick (Retzer) I.D.—Rhodamine pink suffused rose pink. Size 12 x 6½ inches. Cane like stems hold blooms 45 degrees and at side.

Plant \$3.50 Net

Silver Tips (Bennett-Beckmann) S.C.—Rose bengal, suffused and tipped lightly canary yellow. An early, prolific bloomer with flowers 10 x 7. Bush 5 feet. Certificate of Merit and on East and West Honor Rolls.

Plant \$5.00

The Cardinal (Baker-Ruschmohr) S.C.—Cherry red, blooms 10 to 12 inches facing on long cane-like stems. Winner of four AHA Medals. Winner of Derrill Hart Medal for "A" Dahlias.

Plants \$7.50 Net, 3 for \$20.00 Net

Uncle Dudley (Churm-Retzer) I.C.—Fuschia purple, ¾ to 1½ inch white tips. Size 10 x 5 inches. Nearest in form to Flash but color is different. It is more attractive.

Plant \$3.00 Net

1949 IMPORTATIONS FROM AUSTRALIA

TYPE A. LARGE, OVER 8 INCHES. (Exhibition)

	Plant
BRENDA CORY—A.-I.D. An eleven inch golden bronze	\$1.00
BURN'S PRIDE—A.-F.D. Huge blooms, white base overlaid and heavily tipped amaranth	1.00
BLACKOUT—A.-I.D. Giant blooms are black-maroon. Stock limited	2.00

TYPE B. Medium (Cut Flower) 4 TO 8 INCHES For All Purposes

	Plant
BLACK MAGIC—B.-C. Very dark velvety red	\$1.00 Net
CHEERIO—B.-C. Deep red, tipped white	1.00 Net
FERNIE OPAL—B.-C. Cream, overlaid pink. Stock limited	1.50 Net
JANE GODDARD—B.-C. Deep yellow. Winner of many "Blues"	1.00 Net
KENSINGTON PINK—B.-C. Cream, flushed pink. Stock limited	1.50 Net
PRINCESS FRANGER—B.-C. Delicate buff and salmon. A champion	1.00 Net
SNOW PRINCE—B.-C. A perfect white of lovely formation	1.00 Net
SOMERTON GOLD—B.-C. A bright gold variety of special merit	1.00 Net
THORMOND—B.-C. Amber with crimson blush	1.00 Net
TILBURY'S STARLIGHT—B.-C. Deep orange, tipped old gold	1.50 Net
WHITE QUEEN—B.-C. An excellent white in form, depth and habits	1.00 Net
WM. E. BUCKLEY—B.C. Rich pink shading to yellow at center	1.00 Net

TYPE M. MINIATURE. UNDER 4 INCHES.

	Plant
ALDYTH JOY—M.-C. Delicate shell pink. Beautiful	\$1.00 Net
DELLAWARE ROYAL—M.-C. Mauve pink. Excellent form and stem	1.00 Net
LADIES' FANCY—M.-C. Cream flushed pink. Outstanding	1.00 Net
LORRAINE—M.-C. Gold shaded bronze. Perfect formation	1.00 Net

DAHLIA EXHIBITORS

Please read carefully. This information may be very helpful in enabling you to place your blooms in the proper Classes for judging.

We are following, in so far as possible, the color descriptions of Mr. Warren Maytrott's HORTICULTURAL COLOUR CHART and where possible give the types and color classes to assist you in making entries in the shows. Within a short time doubt and confusion will be avoided through the use of this chart in describing colors, and by consulting the AMERICAN DAHLIA SOCIETY OFFICIAL CLASSIFICATION OF DAHLIAS, before entering your blooms in shows.

The A.D.S. Executive Committee, 1948, approved to date—The list compiled by the Classification Committee: Dr. Edward McDade, Chairman, Mr. J. Louis Roberts, Mr. Conrad Frey, Mr. Lynn B. Dudley, and Mr. Warren W. Maytrott. The newer varieties are rapidly being classified by this committee and more helpful information will be available previous to the fall shows.

Don't fail to join the AMERICAN DAHLIA SOCIETY at once. It can be most helpful. Write Mr. Andrew J. Mulcahy, Secretary, Floral Park, L. I., N. Y., for details.

EXPLANATION OF A.D.S. ABBREVIATIONS

SIZE OF FLOWER

A—Large (Exhibition), over 8 inches. B—Medium (Cut Flower), 4 to 8 inches.
Ba—Ball, 3½ inches or over. M—Miniature, under 4 inches. (Miniature Ball, 2 to 3½ inches.) Pom—Pompon (for exhibition purposes must be under 2 inches in diameter).

TYPE OF FLOWER

F.D.—Formal Decorative. I.D.—Informal Decorative. C.—Cactus (Str. or I.C. when unknown or borderline). S.C.—Semi-Cactus. St.C.—Straight Cactus.

COLOR OF FLOWER

Au.—Autumn. Bi.—Bi-Color. L.—Lavender. Or.—Orange. Pk.—Pink. Pr.—Purple. Bl.—Blend. Lt.Bl.—Light Blend. Dk.R.—Dark Red. Var.—Variegated. Oth.Bl.—Other Blend. Lt.R.—Light Red. W.—White. Y.—Yellow.

1949 GENERAL LIST OF PRIZE WINNING, CERTIFIED AND HONOR ROLL DAHLIAS

* Awaits A.D.S. Classification

		Root	Plant
ANNE TOOKER—A.-I.D.-W.	A Huge white	\$7.50	\$3.75
ATOMIC YELLOW—A.-S.C.-Y.	Bright yellow giant	7.50	3.75
AUTUMN BLAZE—A.-I.D.-Oth.Bl.R.w.Au.	Giant scarlet flame	7.50	3.75
*ALBERT MAUMENE—B.-C.-Pk.	Peach pink. Incurved.	1.00	Net
*ALLEGRESSE—B.-S.C.-Y.	Light primrose yellow	1.00	Net
*A PROPOS—Pom Pon.-Pom.-Y.	Bright yellow	1.00	Net
AXFORD TRIUMPH—A.-I.D.-Au.	Blend of apricot and salmon	.75	
BATAAN—B.-S.C.-Oth.Bl. R. w. Y.	A lovely red and gold	1.00	
BEDFORD BEAUTY—B.-I.C.-L.	Pinkish lavender, white center	1.00	
BILL JACK—B.-S.C.-W.	Exceptionally beautiful white	1.50	
BLACK MONARCH—A.-S.C.-Dk.R.	Dark glistening maroon	1.25	
BO BO—M.-F.D.-Lt.Bl. Y. w. Pk.	Amber yellow, tinted red	2.50	1.00 Net
BUCCANEER—A.-S.C.-Oth.Bl.-R. w. Y.	Tangerine and yellow	3.75	
CALIFORNIA PAGEANT—A.-I.D.-Au.	Blended buff and yellow	5.00	2.50
CAROLINE KERNOCHAN—B.-I.D.-Lt.Bl.-Y. w. R.	A lovely blend	1.50	
CINDERELLA—B.-C.-Lt.Bl.-Y. w. Pk.	Beautiful yellow and pink	2.50	
COMM. GEORGE C. WARREN—A.-F.D.-Y.	Bright yellow giant	3.75	
DEEP VELVET—B.-F.D.-Dk.R.	Oxblood red	2.50	
DREADNOUGHT—A.-I.C.-Dk.R.	A deep crimson giant	1.00	
ESSIE SMITH—A.-S.C.-L.	Very large amaranth rose	1.00	
FIVE STAR GENERAL—A.-F.D.-Lt.Bl.-Pk. w. Y.	Blend of pink and yellow	1.50	

PREMIER DAHLIA GARDENS

59 Mertz Ave., HILLSIDE, New Jersey

Order No..... Date.....

Ship to.....

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Amt. Enc..... When..... How.....

**TRADE DISCOUNT----33 1-3 per cent off Current Introductions excepting those
marked Net. 40 per cent off on all others. Collections Net.**

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PREMIER DANCE GARDENS

53 Morris Ave., Elizabeth, N. J.

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	Root	Plant
FRANCES H. ARCHER—B.-F.D.-L. Rich lavender violet.....		1.50
FRIEDA GAYLORD—A.-I.D.-Lt.Bl.-Pk. w. Y. Rosy pink shaded gold.....		2.00
*GENERAL EISENHOWER—B.-C.-Lt.R. Scarlet (Holland).....		1.00 Net
GOLD DUST—Pom.-Or. A small orange Pompon.....		1.00 Net
GREAT LAKES—A.-I.D.-W. White. Winner of three AHA Medals.....		2.50
GYPSY GIRL—B.-F.D.-Var.-W. w. Pr. Variegated. White with purple dots and stripes.....	4.00	2.00
*HELIOS—A.-S.C.-Lt.Bl. Apricot w. Y. Yellow and apricot shades.....		1.00 Net
HESTIA—B.-C.-Or. Orange shades.....		1.00
*HOEK'S GLORIE—B.-C.-Pk. A lovely Cactus of delicate pink.....		1.25 Net
JANE LAUSCHE—A.-S.C.-Bi.-L. & W. Lavender with white tips.....	3.00	1.50
JOHN W. SHERWOOD—A.-I.D.-L. A fine exhibition lavender.....		1.00
*JUBILANT—B.-C.-L. Pinkish violet		1.00
KELVIN—A.-I.D.-Pk. A giant peach pink.....		1.50
KEMP'S GRAND CHAMPION—A.-S.C.-Or. Orange.....	Roots \$2.00	Net
KEMP'S PURPLE TRIUMPH—A.-I.D.-Pr. A rich violet purple giant. 5.00		2.50
KENTUCKY SPORTSMAN—A.-I.D.-Bi.Y.-Or. & W. A Bi-color of yellow, orange and white.....		1.00
KING DAVID—A.-F.D.-Pr. Rich purple.....		1.00
KIRSTEN FLAGSTAD—A.-I.D.-Au. Autumn shades.....		1.00
LA CIERVA—Collarette. A large purple with white collar (Holland).....		1.50 Net
LEAH PEARL—B.-F.D.-Lt.Bl.-Pk. w. Y. Blended pink and yellow.....		1.00
*LOVELY JEWEL—B.-C.-Lt.Bl. L. & Pk. Pink with violet glow.....		1.25 Net
MAFFIE—A.-S.C.-Lt.R. A carmine-red giant.....		1.00
MISS LIBERTY—A.-F.D.-Bi.R. & W. Bi-color, red tipped white.....		2.50
MISS SAN DIEGO—A.-C.-Lt.Bl. w. Y. Blended shades of pink, lavender and yellow.....		1.50
MOEDER BALLEGO—B.-C.-Lt.R. Bright red.....		.75 Net
MOON GLO—A.-I.C.-Lt.Bl. Y. w. Pk. Blended gold, salmon-pink and yellow.....		1.25
MRS. HESTER A. PAPE—A.-I.D.-Pr. Reddish purple. 12 x 6 inches.....		1.50
NIRWANA—A.-I.C.-Au. Salmon with bright yellow center.....		1.00
NOBLE GLORY—A.-S.C.-Lt.Bl. Or. w. L. Golden buff blended pinkish lavender		1.50 Net
OAKLEIGH CHAMPION—A.-C.-Au. Soft pink and burnt orange.....	7.50	3.75
OGDEN REID—A.-I.D.-Pk. Light begonia pink. Very large.....	3.00	1.50
PARDNER—A.-I.D.-Au. Autumn shades of peach and buff.....		2.00
POP HARRIS—A.-F.D.-Lt.R. Exhibition blooms of bright red.....		1.00
PREMIER'S MAJESTIC—A.-I.D.-Au. Orange and buff	1.00	
PREMIER'S WINSOME—A.-I.D.-Pk. Light pink.....		1.00
QUEEN ELIZABETH—A.-I.D.-Y. Crimped petals of waxy yellow.....		2.50
RAY SMITH—A.-S.C.-L. Lavender	3.00	1.50
RED CHAMPION—A.-F.D.-Lt.R. Spectrum red. Giant in size.....	4.00	2.00
*REVERIE—B.-C.-Lt.Bl.-Pk. & Y. Coral pink and yellow (Holland)....		1.50 Net
*RUTH WARREN—B.-S.C.-Lt.Bl. Coral pink blending to cream.....		1.50 Net
SARETT'S PINK FLAMINGO—A.-I.C.-Pk. Rose pink.....		1.25
SEARCHLIGHT—A.-C.-Y. Straight Cactus. Yellow.....		1.00
SHERWOOD'S PEACH—A.-I.D.-Au. Blended buff and apricot.....		1.00
SKYROCKET—A.-C.-Lt.R. Bright scarlet		2.00
SUNBURST—A.-I.D.-Y. A sensational yellow giant.....		2.00
VALLEY QUEEN—A.-C.-Oth.Bl. R. w. Au. Blend of mahogany, Brown and tan		5.00
WHITE BEAUTY—A.-F.D.-W. Pure white		2.50
WINDLASSIE—B.-I.D.-W. Glistening white with twisting petals.....		2.50
XANTINE—A.-F.D.-Y. Largest and best yellow formal. 12 inch blooms		1.25

MONEY SAVING "SUPER-VALUE" COLLECTION

Special Offering of Unusual Collections of Outstanding Dahlias

Root Collection "A"—Named varieties in a wide variance of colors at \$5.00 per dozen Roots. Postpaid. EXTRA VALUE GUARANTEED.

AGAIN WE OFFER OUR FAMOUS COLLECTIONS

Super-Value Plant Collection "B"—Any 12 for \$11.00 plus 35c for Special Delivery. All for \$18.50 plus 35c. Axford Triumph, Bataan, Bedford Beauty, Black Monarch, Dreadnought, Essie Smith, Hestia, John W. Sherwood, Jubilant, Kentucky Sportsman, King David, Kirsten Flagstad, Leah Pearl, Moeder Ballego, Moon Glo, Nirwana, Pop Harris, Premier's Winsome, Sarett's Pink Flamingo, Searchlight, Sherwood's Peach, and Xantine.

CONSISTENT PRIZE WINNERS

Super-Value Plant Collection "C"—Any 8 for \$9.35. All for \$17.35. Albert Maumene, Allegresse, A Propos, Bill Jack, Caroline Kernochan, Five Star General, Frances Archer, General Eisenhower, Gold Dust, Helios, Jane Lausche, Kelvin, Miss San Diego, Mrs. Hester A. Pape, Ogden Reid, and Ray Smith.

THEY WILL WIN FOR YOU

Super-Value Plant Collection "D"—Any 6 for \$9.25. All for \$11.25. Frieda Gaylord, Gypsy Girl, Hoek's Glorie, Lovely Jewel, Pardner, Red Champion, Skyrocket, Sunburst,.

WONDER DAHLIAS ALL

Super-Value Plant Collection "E"—Any 6 for \$10.25. All for \$18.35. California Pageant, Cinderella, Deep Velvet, Great Lakes, Kemp's Purple Triumph, La Cierva, Miss Liberty, Noble Glory, Reverie, Ruth Warren, White Beauty, Windlassie.

1948 INTRODUCTIONS BELOW

Super-Value Plant Collection "F"—All 6 for \$15.25. Anne Tooker, Atomic Yellow, Autumn Blaze, Buccaneer, Comm. George C. Warren, Oakleigh Champion.

Note—You may make up an order of your own selections from any of these collections at above rates

